

**TABLE 4**  
**TWELVE MONTH UNIT VOLUME COMPARISONS**  
**FOR THE LEADING BRANDS**

	1995		1996		% Volume Change		Ranking
	Bil.	Share	Ranking	Bil.	Share	Change	
<b>Philip Morris</b>							
Marlboro	144.87	30.1 %	1	156.21	32.3 %	7.8	1
Basic	22.66	4.7	6	23.17	4.8	2.2	6
Virginia Slims	11.55	2.4	10	11.57	2.4	0.2	10
Merit	11.44	2.4	11	11.33	2.3	(1.0)	11
Benson & Hedges	11.31	2.4	12	11.11	2.3	(1.8)	12
<b>RJR Nabisco</b>							
Doral	27.54	5.7	4	28.57	5.9	3.7	3
Winston	27.67	5.8	3	25.40	5.3	(8.2)	5
Camel*	21.33	4.4	7	22.47	4.6	5.3	7
Salem	17.88	3.7	8	17.33	3.6	(3.1)	8
<b>Lorillard</b>							
Newport	26.99	5.6	5	29.30	6.1	8.6	2
<b>Brown &amp; Williamson</b>							
GPC	28.11	5.8	2	28.10	5.8	-	4
Kool*	17.14	3.6	9	17.21	3.6	0.4	9
<b>Total Leading Brands</b>	<b>368.49</b>	<b>76.6 %</b>		<b>381.77</b>	<b>79.0 %</b>	<b>3.5</b>	

\*Includes filter and non-filter.

**TABLE 5**  
**FILTER COMPARISONS 1995 VS.1996**

	Billion Units			Market Share			Share Change
	1995	1996	% Change	1995	1996	Share Change	
Plain Filter	344.66	345.82	0.3	71.6%	71.6%	-	
Mentholated Filter	121.38	122.47	0.9	25.2	25.3	0.1	
Charcoal Filter	1.72	2.53	47.1	0.4	0.5	0.1	
<b>Total Filter</b>	<b>467.76</b>	<b>470.82</b>	<b>0.7</b>	<b>97.2</b>	<b>97.4</b>	<b>0.2</b>	
Regular	4.81	4.51	(6.2)	1.0	0.9	(0.1)	
King	8.53	7.97	(6.6)	1.8	1.7	(0.1)	
<b>Total Non-Filter</b>	<b>13.34</b>	<b>12.48</b>	<b>(6.4)</b>	<b>2.8</b>	<b>2.6</b>	<b>(0.2)</b>	
<b>Total</b>	<b>481.10</b>	<b>483.30</b>	<b>0.5</b>	<b>100.0</b>	<b>100.0</b>		

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**TABLE 3**  
**ESTIMATED FIRST QUARTER UNIT COMPARISONS**  
**THE LEADING PRODUCTS**

	1996			1997			% Change	
	Bil.	Share	Ranking	Bil.	Share	In Volume	Ranking	
<b>Philip Morris</b>								
Marlboro	36.21	31.9 %	1	36.76	33.3 %	1.5	1	
Basic	5.61	4.9	6	5.50	5.0	(2.0)	5	
Virginia Slims	2.66	2.3	10	2.60	2.4	(2.3)	10	
Merit	2.62	2.3	11	2.41	2.2	(8.0)	12	
Benson & Hedges	2.61	2.3	12	2.43	2.2	(6.9)	11	
<b>RJR Nabisco</b>								
Doral	6.64	5.9	2	6.84	6.2	3.0	3	
Winston	6.00	5.3	5	5.36	4.9	(10.7)	7	
Camel**	5.08	4.5	7	5.46	5.0	7.5	6	
Salem	4.07	3.6	9	3.78	3.4	(7.1)	8	
<b>Lorillard</b>								
Newport	6.57	5.8	3	6.94	6.3	5.6	2	
<b>Brown &amp; Williamson</b>								
GPC	6.37	5.6	4	6.48	5.9	1.7	4	
Kool**	4.16	3.7	8	3.76	3.4	(9.6)	9	
<b>Total Leading Products</b>	<b>88.60</b>	<b>78.1</b>		<b>88.32</b>	<b>80.1 *</b>	<b>(0.3)</b>		

\*\*Includes filter and non-filter.

\* Totals may not add due to rounding.

**TABLE 4**  
**12-MONTH MOVING UNIT VOLUME COMPARISONS**  
**FOR SELECTED LEADING BRANDS**  
**MARCH, 1997**

	1996			1997			% Change	
	Bil.	Share	Ranking	Bil.	Share	In Volume	Ranking	
<b>Philip Morris</b>								
Marlboro	148.50	30.6 %	1	156.76	32.6 %	5.6	1	
Basic	23.15	4.8	6	23.06	4.8	(0.4)	6	
Virginia Slims	11.51	2.4	10	11.51	2.4	0.0	10	
Merit	11.40	2.4	11	11.12	2.3	(2.5)	11	
Benson & Hedges	11.25	2.3	12	10.93	2.3	(2.8)	12	
<b>RJR Nabisco</b>								
Doral	28.04	5.8	3	28.77	6.0	2.6	3	
Winston	27.46	5.7	5	24.76	5.2	(9.8)	5	
Camel*	21.73	4.5	7	22.85	4.8	5.2	7	
Salem	17.87	3.7	8	17.04	3.5	(4.6)	8	
<b>Brown &amp; Williamson</b>								
GPC	28.06	5.8	2	28.21	5.9	0.5	4	
Kool**	17.17	3.5	9	16.81	3.5	(2.1)	9	
<b>Lorillard</b>								
Newport	27.66	5.7	4	29.67	6.2	7.3	2	
<b>Total Leading Brands</b>	<b>373.80</b>	<b>77.1 **</b>		<b>381.49</b>	<b>79.4 **</b>	<b>2.1</b>		

\*Includes filter and non-filter.

\*\*Total may not add due to rounding.

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